

**Amendments to the Abstract:**

***Please replace the original Abstract with the following new Abstract:***

A multimedia search and browsing method using a user profile information structure is provided. The method is capable of displaying search items in order of user preference on the basis of item ordering criteria according to user preference by using search item ordering criteria information and a user profile including user preference information about the item ordering criteria, and browsing a searched object after searching the search object indicated by the search items displayed according to the user preference. The method can be adapted to multimedia service systems such as a digital VTR (Video Tape Recorder), a VOD (Video On Demand), and AOD (Audio On Demand), the internet performs searching.